NEWS RELEASE

Director/PDMR Shareholding

2/25/2020

RNS Number : 9738D

Naked Wines PLC

25 February 2020

Naked Wines plc

For Immediate Release

25 February 2020

Naked Wines plc
(the "Company")

DIRECTOR/PDMR SHAREHOLDING

Naked Wines plc announces that Katrina Cliffe, a non-executive director of the Company, has bought 15,000 ordinary shares of 7.5 pence each in the Company at a price of 220 pence per ordinary share.

Following the purchase, Mrs. Cliffe's beneficial interest in the Company and that of

persons closely associated with her will be 15,000 ordinary shares representing approximately 0.02% of the issued share capital of the Company.

NAKED WINES PLC

DIRECTOR/PDMR SHAREHOLDING

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Katrina Cliffe
2	**Reason for the notification**	
a)	Position/status	Non-Executive Director
b)	Initial notification/ Amendment	Initial Notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Naked Wines plc
b)	LEI	213800IYPFIRRQQE9R62
4	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	

<table>
<tr><td></td><td></td><td></td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary Shares of 7.5p

GB00B021F836</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Purchase</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£2.20</td><td>15,000</td></tr><tr><td></td><td></td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

–Aggregated volume

–Price</td><td>15,000 ordinary shares of 7.5 pence (bought) at £2.20 per ordinary share

15,000 ordinary shares

£2.20 per ordinary share</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>24 February 2020</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON); AIM Market</td></tr>
</table>

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